

Xperiencemakers designs first outlet of Charles Back's new deli-cum-restaurant franchise

Architecture and design firm Xperiencemakers is the team behind Charles Back's first outlet of his planned organic deli-cum-restaurant franchise - The Butcher, The Baker, Cheese and Winemaker. Back's, eponymously named after the award-winning wine and cheese producer, is situated in Paarl.



By SWPhotography

Having been involved in architectural and design projects with Charles Back previously - including the design and build of the cheese tasting area at Fairview, and the restaurant and tasting facility at Spice Route wine farm - Xperiencemakers was called in to transform a level two heritage site on Paarl's historic main road, and create Back's organic market and restaurant space.

The brief was to develop an architectural personality with elements that were distinct and synonymous with the new Back's brand, allowing it to be scalable for future franchise opportunities.



By SWPhotography

'Nouveau meets modern organic'

Renee de Waal, founder and managing director of Xperiencemakers, describes the style at Back's as 'nouveau meets modern organic': "There is a strong interplay of organic materials set against a white and very fresh background. The entire experience is designed to reflect something fresh and wholesome, with installations that create numerous pockets of surprise."

From the signage, through to custom-designed wallpapers and upholstery fabric, as well as shop-fittings and furniture elements that were crafted for the space, every aspect was considered for the purposes of being translated to future franchise locations.



By SWPhotography

"The inspiration for Back's came from my long lineage of farming history, with the fundamental basis of everything I do being integrity and quality," says Back. "Thanks to Renee's great aesthetic and international knowledge, I feel she has successfully brought the Back's image to life, meticulously integrating organic elements with a space that is light, welcoming and tasteful. When you leave Back's, we hope you leave feeling inspired to make even the smallest change towards a healthier, more harmonious existence with our land, our animals and our communities. If so, we know we've done our job."

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